Investigation the relationship between total quality management (TQM) practices and Increasing brand value from a consumer perspective

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Abstract: Comprehensive quality management is one of the most successful management philosophies that has responded well to the quality issues, needs and expectations of corporate and community customers. This philosophy of management combines a variety of ways with a new approach in a coherent and logical way, with the main focus of its customers (both internal and external) of the organization. The purpose of the present research is to explore the relationship between the establishment of a comprehensive quality management system and its impact on the increase of brand value. The statistical population of the study consisted of 1259 shoppers who sampled 270 people selected by stratified random sampling method. The research questionnaire consists of 28 questions, which are based on research hypotheses and valid research papers. Validity of the questionnaire has been used for content validity as well as convergence and dissociation validity. Cronbach's alpha method was used to calculate the coefficient of reliability of measurements in this research. Statistical processing of data is done in the software environment Spss, VisualPLS, Lisrel. Data analysis of this research has been done on two levels of descriptive and inferential statistics. The results of the research in relation to the main hypothesis of the research showed that there is a meaningful relationship between the establishment of comprehensive quality management and the increase of brand value. The majority of consumers believe that the implementation of comprehensive quality management and managerial support for it will increase the ability of employees to reach a high level of customer satisfaction and thereby increase brand value. They also believe that the greatest factor affecting brand value is focusing on Human resources and the least influential factor are process management.
Key words: Total Quality Management, Brand value, Customer Focus, Human Resource Focus, Strategic Planning, Leadership, Process Management ,Information & Analysis

INTRODUCTION

Undoubtedly, in the competitive atmosphere of today's organizations, only organizations and institutions can continue to grow and grow, which is the main focus of their institution's work on the proper and proper quality of its services and products, which make customer satisfaction as a result of increasing brand value. Will follow. The quality is what the customer expresses as his own demand, and without a doubt the quality of the shortest road, with the least cost to reach the rise of brand value. But in order to achieve quality as a culture, habit and ethics of quality management systems, the quality of the organization is created as a process to the full extent of the organization. A quality management system is a philosophy of continuous improvement that is able to provide a set of scientific tools and techniques to assess the current needs and expectations of each organization. Quality management is a management method that is planned for the future. And there's a lot of emphasis on prevention rather than cure. Comprehensive quality management systems today are the best management model in advanced industrialized countries that enhance the quality of products in a competitive manner and has led managers to develop their own management model. Undoubtedly, in today's advanced organizations, think tanks have been implementing quality management in their vision and wisdom, and by developing new quality systems, they align themselves with the new principles of quality and create a quality management discipline. (Serfarazi, Memarzadeh, 1385, p. 39). Quality management integrates many of the techniques and methods associated with managerial and quality issues with an integrated and integrated compilation. Quality-related goals should be achieved within the framework of quality management by designing quality, quality control, quality assurance, quality improvement. Moving towards a continuous improvement process often involves accepting one of the quality management philosophies in relation to the principles of deming, philosophy of juran or crossover, or the use of new mechanisms

and techniques such as knowledge management, business process reengineering, six Sigma, and so on, begin to attract the attention of governments and government and private organizations to improve quality. (Chirani, 1386).

History (TQM)

The concept of "comprehensive quality control" was originally developed by Arnand Fignan Ban in the 1950s. In an overall definition of quality, he says: "An effective system for integrating the cooperation of different groups of an organization, maintaining and improving the quality of the various groups of the organization is to promote the production and services to the most economical level for the full satisfaction of the buyer." (Feigenbaum, 1990). The first pillar of quality management was developed by Edward Deming, an American scientist, in the post-World War II years in Japan. In 1960, the first quality control boxes were introduced to improve quality. Japanese workers also learned simple statistical techniques, so that they could use these techniques in continuous improvement processes to improve quality and efficiency. Later, comprehensive quality management became widespread elsewhere in the world, especially in the United States and then in Western Europe.

TQM: In recent years, quality improvement and quality management systems have rapidly evolved. Over the past two decades, simple inspection activities have been replaced or completed by quality control methods, then quality assurance has developed and progress has been made, and now continuous improvement of quality or comprehensive quality management is in place of them all. Because it includes the whole organization). Each specification is given in the table below.

Table 1. Specification of different stages of TQM development Dahlgaard, Kristensen, Kanji, G.k(1998)

the level	Specifications
Quality Inspection 1910	— Preventing the loss of goods — Packing, grading and re-mixing — Take corrective steps — Determine non-matching resources
Control quality 1924	— Quality development — Processing performance datas — Self-examination — Product testing — Baseline quality — Applying the quality basis — Implementing the necessary controls
Quality Assurance1950	— Quality systems — Advanced Quality Planning — Use quality — Cost of quality — Involve non-productive operations — Statistical processing — Failure mode and its effects analysis (FMEA(
TQM1980	— Policy development, continuous improvement, internal customer, performance appraisal, prevention, company wide program, elimination of administrative barriers, management leadership — Contributing Suppliers — Processing / Performance / Cartridges / Engaging

Statement of the problem

Production has always been one of the most important human activities throughout history, and in all periods, various forms of activities and activities were tailored to meet the needs and needs of all human beings in all forms. In addition to production, there has always been a discussion of quality so that goods and services can truly meet the needs of human societies. Over time, especially after the industrial revolution, a dramatic and massive transformation took place in all areas of economic, industrial, social, production, commerce, and etc., with the advent of phenomena such as increasing environmental changes, increasing global competition , Variety of

products, increasing demands and demands of customers on the importance of the category of added quality. In fact, the occurrence of these phenomena forced companies to eliminate fences and borders around them, and to adapt to changing environmental conditions, maintain survival and increase competitive ability, and maintain market share for the advancement of knowledge and technology. And the creation of new ways in production and operations, and the adoption of new management practices in the management of organizations and individuals. (Oakland, Porter, 2005). As noted, the increase in environmental change changes and the growing growth of competition in the global arena, along with the increased momentum of customers' expectations on the importance of quality issues, and a new philosophy and management mode It has been named as "comprehensive quality management", which many of the world's largest companies have in order to increase international competitiveness capability, reduce production and waste costs, increase efficiency and more profitable, and ... have used this system (Mehraban, 2005). This management philosophy has brought many different approaches with a new attitude. Connects seamlessly and logically so that axis and orbits its main customers (both domestic and foreign) organization. Organizations should use the principles of TQM to optimize, process progress, reduce costs, and reengineering operations (Dayton, 2003). On the other hand, customer service is an important and significant issue. "If we want to know the concept of a business, we need to start with its goal," Peter Drucker said in a statement. There is only one valid definition of the purpose of the business: the creation of a customer. What is the customer that determines what the trade is? What customer thinks and what value a customer considers is decisive. Customer is the cornerstone of business and it's the only way to make it work (Webster, 1994, p. 109). In fact, customer satisfaction increases brand value. It is important to note that all organizations are purposeful and non-profit oriented and have been formed to provide service or production and supply of goods. It is an essential and vital factor for the survival and growth of any organization. If the organization's performance Always lower than customers' expectations, customers are back to the organization and the organization fails. Certainly, companies with high levels of customer satisfaction are always stronger and, in the long run, more successful. And the brand also has high value companies. In this research, we seek to answer the fundamental question of the relationship between the implementation of the TQM and the increase of brand value.

The importance of the subject and research objectives

With Word up to the third millennium, with the advent of the age of technology and nanotechnology and using the concepts of those organizations, they stepped up in the competitive arena, today meeting the needs of customers, which are the main assets of an organization, are considered as a major challenge for organizations. 21st Century. It is also a managerial concern to find a solution to improve quality and thereby enhance brand value. The necessity and importance of comprehensive quality management emerged at the outset in the manufacturing sectors. But gradually it also affected public service organizations in the public sector. In recent years, many organizations have been pursuing competitive advantage through improving quality and increasing customer satisfaction and considering quality as an important and critical factor for the development and development of organizations. For this reason, the philosophy of comprehensive quality management has become one of the most important and comprehensive attitudes and developments in the management of the present century, with the goal of emphasizing quality promotion and as a drink for all of the quality illnesses (Mwaura, Nyaboga, 2007) And with the support and commitment of senior management, a new culture creates something in the organization and has become a necessity and need for public and private companies. The main objective of the study is to investigate the relationship between brand value and the establishment of a comprehensive quality management system (TQM).

Hypotheses
The main hypothesis
There is a meaningful relationship between the establishment of overall quality management (TQM) and brand value.

Hypotheses
There is a significant relationship between leadership and brand value.
There is a meaningful relationship between strategic planning and increasing brand value.
There is a meaningful relationship between customer focus (customer orientation) and brand value enhancement.
There is a significant relationship between process management and brand value enhancement.
There is a meaningful relationship between the analysis of information and the increase of brand value.
There is a significant relationship between focusing on human resources and increasing brand value.
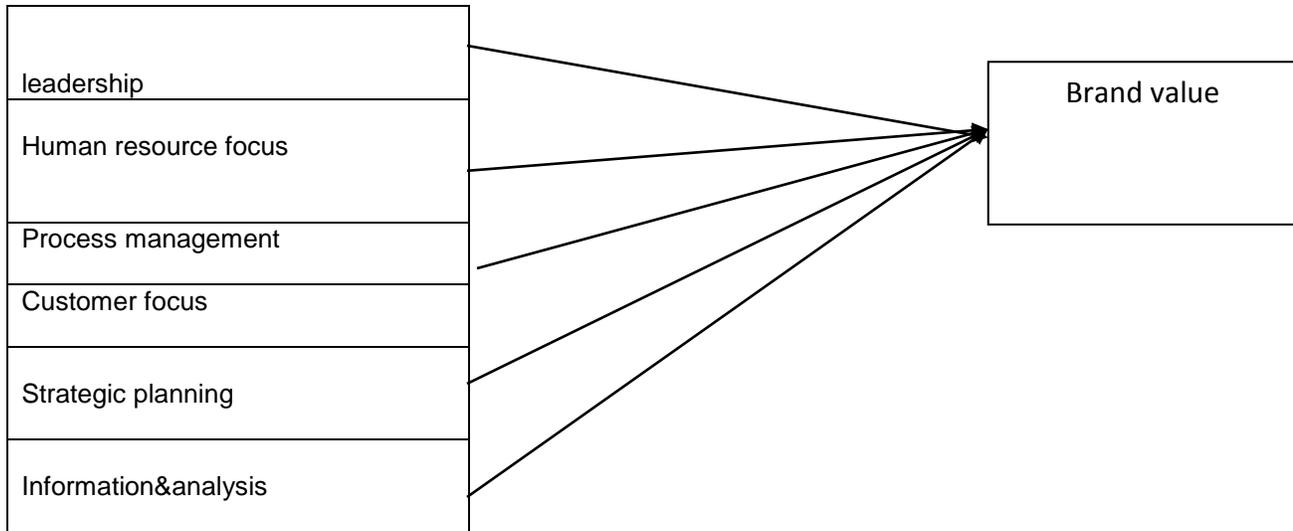
Figure 1. Conceptual model of research
Refrence:Yi sit.W, -Boon Ooi.K,Lin.B, long chong.A,2009, TQM and customer satisfaction in Malaysia᾽s service sector,article Emerald Group Publishing Limited Vol, 109 no 7,2009 pp,957-975.

Theoretical framework of research
Brand

So far, a broad body of literature has been identified to determine the scope and marketing philosophy, in which all brands have played a central role. (Palmer, 1996) refers to the brand as a symbol of the company's reputation, and this matter has become so important that the experts in this field consider the brand to be the owner of the personality. One of the thinkers in the same vein points out brand identity as the core and the closest variable in customer decision making. The brand tells organizations how they should develop or manage this position in general, the marketplace and the stakeholders in the organization, and in general the brand is a mirror of the organization's activities with the community. (Chambers, 2008), on the other hand, defines the brand name Brand: a brand, a term or term, a sign, a sign, a symbol, a design or a combination of which is intended to represent a product or service that a seller or a group of vendors supply And thereby distinguish them from the products of competing companies (Cutler, 1999). In fact, branding by many market researchers is considered as one of the most powerful strategies for positioning, which enables the product to be exploited by using the benefits and Proverbs stand out among competitors and in the minds of customers. (Crawford-Welch, 1998) A strong brand drives product differentiation. However, the competitors' products (Lim and Oaks, 2001) reduce the search costs (ASAL, 1995) (minimizing perceived risks and perceived risks (Berton, 1999) and providing high quality to the customer (Ordm, 1998). For chlorine (2007) Brand Strength and Strength Brand Strong Brand Commitment, for example, should support a clear and distinct general theme. In the traditional view, branding has been the only product distinction, while increasingly brands are becoming increasingly popular It is affiliated with an image of an organization, which is created by the service, in particular, through the provision of goods that are not attributable to the organization. One of the most important indicators of customer choice (Palmer, 1996), Andreas Birnik et al. (2010), in his article titled "Brand Challenges for Asian Manufacturers," explored these challenges and how successful organizations worked, and customers, Having a long-term vision, focusing on quality and innovation, and pursuing and communicating within the organization, is effective in promoting brand. In his article, "Brand Product Concepts: Developing a Global Scale and Conceptual Assessment," Strizakova et al. (2008) conclude that the subject matter of the brand is related to concepts such as quality, self-expression, grouping, ability to promote social status, Interests, concerns, family traditions, and national and moral values.

The nature of brand value

Brand value can be considered as an added value that is related to the specific product of consumer thoughts, words, and actions (Lyon et al., 2006). Cler (1993) states that the brand-specific value of a brand-based brand relates to the situations in which Those customers keep their unique, strong, and desirable brand communications memorable, so products with a high level of brand value are significantly less valuable. Many

researchers such as Ellawadi et al., 2003; Cler, 1993. Define brand value as a difference in the effects of branded and non-branded products. In particular, Yodontau (2001: 1) defines value as "a different consumer response between a focal brand and a brand-free product when both have the same levels of marketing incentives and product attributes." Although the brand value (referred to as Yo and Danto as a specific brand value for the brand) can be seen as an incentive to select a branded product against a product without a similar brand. The customer-specific value includes four components: loyalty, brand awareness, perceived quality, and brand communication (Eduard Vento, 2001).

Octagonal Quality Dimensions

David Garvin (1981) defines the eight-dimensional dimensions that can be used at the strategic level to analyze quality characteristics. Some of these dimensions are mutually reinforcing, while others are not, improvements in one of them may be at the expense of increasing the cost of other dimensions. Among these dimensions, the understanding of the contract by the customer can help build competitive advantages. The octal dimensions of the Garvin are summarized as follows:

Performance

The first operational attribute of a product, for example, is the performance of a car including specific signs such as acceleration, displacement, speed, and comfort. Airline operations also include arrival at a specified time.

Feature

The second aspect of performance, such as horns and car bells that complete the original purpose. For example, you can find free drinks on a car or sunshine. Linear separates the first character of the function from the second characteristic, and it is often difficult to draw this line. In addition, customers determine value from flexible terms and the power to choose among existing features as well as the quality of this feature. 3. Trust: Probability is the success of a particular purpose or purpose for a given period of time In known conditions. Reliability of reliable goods is often measured at the time of the first failure or among its failures. In any case, this measurements are needed for products that are used for a period of time and do not relate to products and services that are consumed permanently. 4. Compatibility: The degree of conformity of the product design and characteristics Operations with fixed standards. Although this capability is sometimes defined as meeting needs. In more detailed analysis, the degree of divergence of each characteristic is obtained from its target value. This robust measure of compliance is based on Japanese Khynchi Takouji training. 5. Durability: Measuring product life can be the amount of time that a pre-failure product, or the point where replacement, is preferable to repair. Durability is in close relation with reliability and service. Consumers estimate the expected cost of future repairs versus investment and operational costs as a new reliability model. 6. Serviceability: Speed, convenience, competitive power, ease and repair, and repair costs from simple expenses. To be Service capability covers all of these dimensions by identifying the disadvantages of equipment and the nature of dealing with service personnel. 7. Aesthetics: How to display a product, feelings, sounds, tastes, smells. Aesthetics is more of a personal judgment and reflects the preferences of different people and is a dimensional issue. 8- Quality perception: Aesthetics. Consumers often do not have complete information about product attributes or services. Measuring indirectly or understanding their quality may only be a basic comparison of product or service types.

Integrated Quality Management Integrated Model

Based on the comprehensive 50-year-old literature review, Sylvester has devised a comprehensive model for TQM. This model combines the thinking of various people, including Japanese and American pioneers in the management of service quality. The inner layer of the model consists of six different factors that are considered necessary for the implementation of the TQM. The basic hypothesis of the model is that the realization of these six factors will be facilitated through the implementation of a set of external factors (external layer) as supportive factors (Silverstro, 2001). Two categories of exogenous factors are the highlight points of the model, which are clearly related to the literature Service units have been obtained. The first factor is measuring customer satisfaction, which is one of the main issues in marketing and buying operations. In research on manufacturing units, emphasis is placed on quality improvement that reflects customer needs, but few authors have emphasized the development of systems to measure customer satisfaction in relation to the service sector. The second factor is the defect and the defect is zero, which refers to the lack of service deficiencies and aims to increase customer loyalty and maintain it, which is one of the important issues in the service sector and has been emphasized by many writers (Reichheld & Sasser , 1990)
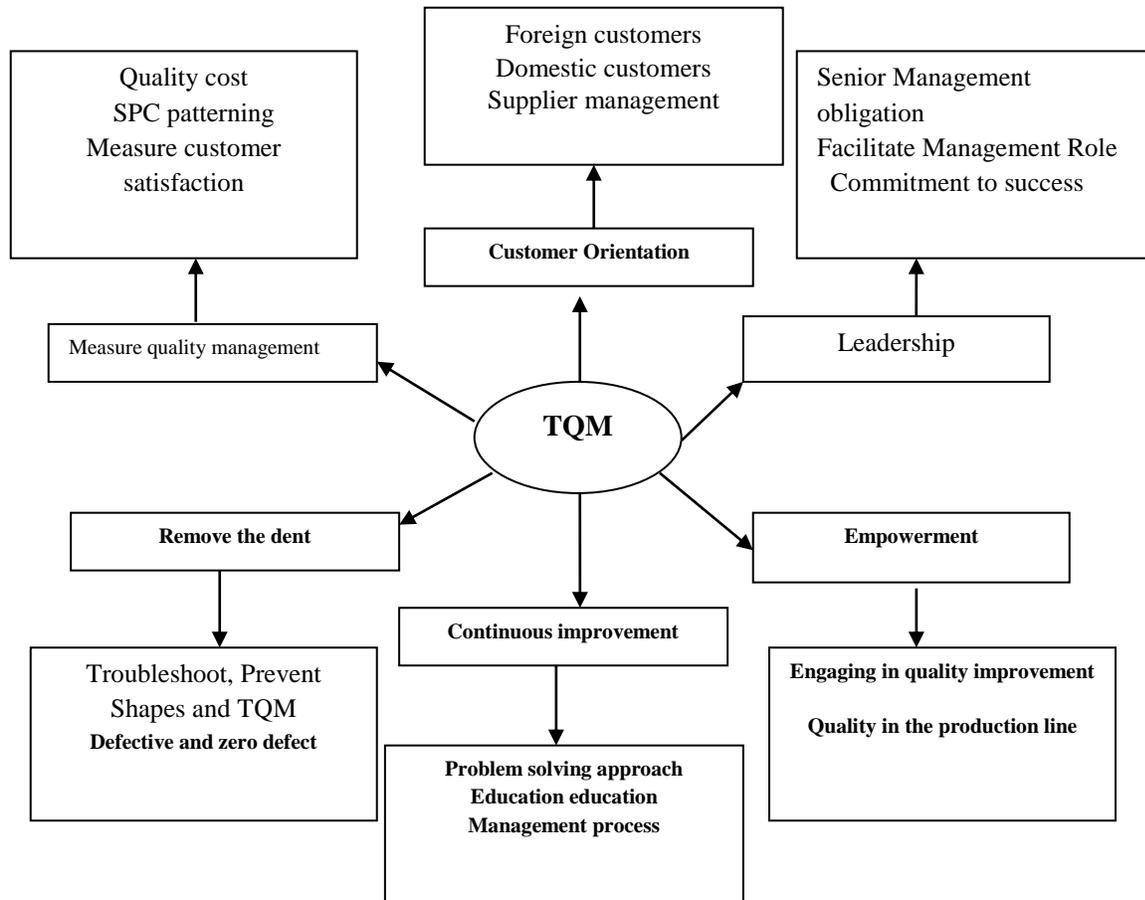
Success Factors Successful Total Quality Management

The implementation of comprehensive quality management involves the identification and development of several key factors (Thiagaragan & Zairi & Dale, 2000). "What makes a comprehensive quality management system effective" is one of the most common questions that researchers are seeking to answer. (Sebastianelli & Tamimi 2003) One of the problems associated with the critical success factors of a comprehensive quality management, in their determination And how they measure their effects before they are resolved. (Zairi & Youssef, 1995). Therefore, comprehensive quality management factors vary in research, although they have common results.

Several factors are common in TQM models

Quality management should be regular. All of the organization's roles must be involved in its implementation and support activities. Strength, commitment and leadership are key to continuous improvement throughout the organization. System optimization can be achieved if anyone tries to achieve a single goal (Breiter, 1995)

The ultimate goal of quality management is customer satisfaction. The customer may be domestic or foreign. The internal customer is the person who uses the output of other employees.

The next factor is the belief in the need for continuous improvement. Products and services can always be improved (Last name, 1995)

The effectiveness and performance of the organization is measurable by its Quality Management Quality Inspection frameworks, such as the European Quality Award (EQA), the Deming Award (MAPM), and the International Quality of Malcolm Boulder Quality (MBNQA) Prize (Kunst & Lemmink, 2000, Zairi 2002). Two of the most common models of self-examination are the MBNQA Model and the European Excellence Model 2000. The two above-mentioned models are widely used in organizations. The model of this research is presented under the following six key factors along with its indicators:

Table 2 - Indicators of six key operating factors

Leadership	Strategic planning
• Commitment and accountability of senior executives • •Leadership participation • •Create high enthusiasm • •Induction, guidance, leadership and support to improve activities •Share in Values	• •Objectives and quality policy • •Strategic quality management and planning • •Performance tracking • •Description Mission and Mission • •Inspection policy
Information & analysis	Customer focus
• Benchmarking • resource management • Assess the organization's performance • Assessing quality improvement • Customer Satisfaction Assessment	• Orientation toward customer satisfaction • Customer Relationship • Identify customer needs • Marketing investigation
Human resource focus	Process management
• Employee participation • Employee commitment • Empowering employees • Communications up, down, down to top • Collective work • Employee motivation (evaluation, reward and recognition(• employee satisfaction	• Design service process • Manage and control the service process • Implement the service process • Continuous improvement

Source:Mcdonald, Zairi &Idris(2002)

Senior Management Commitment

For successful implementation of comprehensive quality management, senior management commitment and its demonstration through active participation, setting goals and a clear vision for the organization, and the integrity of comprehensive quality management are necessary with the effective strategic planning process. Everything begins with the commitment and eagerness of the leader of the organization. Leadership is the key to making major changes. (Watta, 1996, Thiagarajan & Zairi 1997). They should actively engage in raising the importance of quality and customer satisfaction and devoting an important part of their time to quality issues. The ideal application model is the use of top-down TQM, from top management to mid-management, operational managers and, ultimately, personnel. The parts that require management commitment are:

• Customer Satisfaction: Includes domestic and foreign customers
• Acquiring new skills and attitudes: Replacing statistical analysis with imagination and emotions
• Detection of success: Thanks to people in terms of participation

Because top management performs all the efforts of the organization and supports it with TQM, the commitment of the organization's top management is essential. A quality statement is a mean when signed by senior management and clearly and comprehensively covers all aspects of quality.

To this end, we have identified the following eight key management elements for managing the following:

1. Commitment: Commitment to quality improvement is considered as the most important task of management.
2. Attention: The continuous training of employees and customer relationship with the improvement of quality improvement efforts should be considered.
3. Results pillar: Quality improvement outcomes for all of the organization's partners are to be determined.
4. Pillar of Organization: Providing hobbies that facilitate the activities and improvements of quality with respect to the organization's human resources efforts.
5. The planning element: Quality improvement efforts must be planned and published at all levels of the organization.
6. Responsibility: A description of the situation, where the work of individuals and teams is aimed at improving quality, measurement, follow-up and review.

7. Role of Detection: The task of management is to create formal and informal methods for identifying human resources efforts and results.

8. Renewal Role: Provide a human resource incentive to gain access to the quality of the assessment of what has been done and what has not been done so that the process can be improved.

Strategic planning

Three factors must be considered in order to formulate a strategic planning and its successful implementation through comprehensive quality management.

Continuity of activities

The distinctive features of a strategy and its implementation with comprehensive quality management tools are a significant relationship that must exist between all the different components of the activities in the comprehensive quality management system. Obviously, this connection will not be achieved unless the relationship between the relevant concepts is in line with each other. To this end, comprehensive quality management activities should be inclusive and involve all individuals in the organization. So that the activities together are mutually reinforcing. If an activity is carried out at an organization's level so that it does not pay attention to the nature, purpose and process of activities before and after itself. In this case, the activity in question does not have the affinity with the aforementioned concept. Continuous activities in a strategy must have balanced and balanced weight so that a family of activities can showcase a strategy that is running. In many cases, several activities are weight-balanced, but not coordinated, then again, such activities do not have the necessary coherence in implementation.

Challenging Activities

Another feature of a good strategy is in addition to continuity, challenge, and flexibility, as well as the flexibility of the set of activities of that strategy. The operational challenge of the challenge is more focused on the flexibility of the strategy to survive more in crises.

Integration of activities

If the set of activities in a strategy is not so similar in nature, and the goal is to lead these activities along a common goal. In this case, it combines it in such a way that, despite the different content, it achieves coherence in achieving the common goal. This kind of coordination and coherence between a set of activities in the process of a strategy is called integrity (Mashbaki, 2006)

Customer focus

The main objective of TQM is to focus on satisfying customer needs in order to obtain its satisfaction, so most organizations try to regulate their daily activities and even their long-term plans in order to obtain customer satisfaction by meeting or meeting their needs (Andrle, 1994).)

A successful organization in every decision will prioritize the needs of its customers (Philips Quality, 1995).

Philippine and Forza (1998) state that it is essential for organizations to communicate closely with customers in order to identify their needs and how they can best meet their needs.

In a situation where competition is high, one of the important and influential measures of management in all types of organizations is to focus on customer needs (Piercy, 1995). In order to focus on the customer, actions such as collecting information about customers' needs and demands, complaints, their level of satisfaction and their analysis must be done. (Phusavat, 2009 Lagrosen, 2001; Zhang, 2000) The results of the Huckman and Wagman studies 1995) shows that customer information is one of the most important part of TQM implementation.

Focus on human resources

Human resource management (HRM) can be defined as policies and actions that are required to accomplish tasks by individuals, or human resources is one of the managerial tasks that involves recruiting, selecting, training, evaluating, and appreciating. (Dessler, 2000,676). Yang (2006) systematically studied the impact of HRM on the implementation of TQM in high technology companies, and experimental empirical studies showed that HRM practices have a positive relationship with customer satisfaction. For many years customer satisfaction has become the ultimate goal for all businesses, as increased customer satisfaction leads to an increase in revenue and profit (Kotler, 1996). Therefore, Yang (2006) believes that the company should design a system for the implementation and maintenance of customer satisfaction, and that company is fully dependent on its employees to implement it. At and Van Dijk (2005) examined the impact of human resource management on

customer satisfaction in nursing and care, and 8 human resource management activities, including individual development plans, job-related education, annual performance appraisal, employee participation, portfolio Lack of workforce, work program forecast, transparent management style and supportive management style. Developed and measured.

Process management

Regular approach to converting inputs to outputs, in this approach, all sources of the organization are effectively and efficiently used to achieve the goals. (Zairi, 1997) A relatively recent debate in this area is Business Process Management (BPM) (Elzinga, 1995).

Data analysis

This principle of TQM provides a large part of the topics of information and management knowledge and measures the organization's performance (Rampersad, 2006). Competitive challenges in the present era as a result of the expansion and globalization of information technology Organizations have to focus on customer relationship management, especially customer satisfaction. (Stefanou, 2003). Therefore, the estimation of all customer needs and expectations is the main purpose of any business. Customer satisfaction is achieved when the customer's needs are properly met.

Modeling is the process of identifying and understanding the prominent (better and more representative) activities in parts of your organization or other organizations and adapting them to other parts of the organization. (Chang, 2006) Maine studies (2002), importance The role of modeling has been shown in continuous service improvement and customer satisfaction.

METHODOLOGY OF RESEARCH

In this study, the present study is a descriptive and correlational method. The statistical population of the present study is about 1259 people. In this study, a questionnaire was used to collect information and data related to the variables of the research. This questionnaire has 28 questions in relation to the seven variables studied. Of the seven variables measured, six variables are devoted to comprehensive quality management dimensions, including leadership variables, deployment of comprehensive quality management, information analysis, process management, customer focus, strategic planning, and focus on human resources. And another variable is brand value. Therefore, the research questionnaire has seven sections, each of which is one of the main variables of the research. There are also eight questions about individual and demographic characteristics including: gender, age, marital status, level of education, work experience, management history, degree of branch and organizational post. In order to study the face validity of the questionnaire, in the preparatory phase of the survey, sample members were asked about the degree of clarity of each of the questions, most of the questions were unclear and expressive. In addition to content validity, questionnaire and questionnaire questionnaire with convergent validity and segregation validity have been investigated. To examine the convergence validity, factor analysis and confirmatory factor analysis method have been used. Given that the factor load of the research markers is greater than 1.96 in the t statistic, therefore questions with convergence property have been identified. Also, the validity of the variables is greater than 0.50, which indicates the validity of the questions of each of the variables of the research. Cronbach's Alpha Coefficient and Combined Validity Method have been used to evaluate the validity of the instrument. The Cronbach's Alpha coefficients have been reported to be larger than 0.70. The required coefficient for the combined reliability of the variable is 0/60, and the coefficients obtained for the research variables are greater than 60/0. Therefore, research questionnaires have been validated.

Research findings
The results of testing hypotheses

Main hypothesis: There is a meaningful relationship between the establishment of comprehensive quality management and brand value.

Table **3**: The result of the test of the effect of the change in the establishment of comprehensive quality Management on brand value

Statistics t	Coefficient	Dependent variable	Independent variable
29.316	0.796	Brand value	Establishment of Comprehensive Quality Management

Based on the results obtained from the structural equation with the least squares model, the standardized gamma coefficient of variable variable has not yet established the comprehensive quality management on the current value of the brand with a value of 796 having a calculated t statistic 296.31. Given that the calculated t statistic is positive and its value is greater than 1.96, the zero hypothesis has been rejected in addition to 95% confidence at the 99% confidence level and the opposite hypothesis has been accepted for positive effect. . Therefore, it can be admitted that: the effect of establishing a comprehensive quality management on the brand value is direct and significant.

First hypothesis: There is a significant relationship between leadership and brand value.

Table 4: The Effect of Leadership Issue on the Establishment of Comprehensive Quality Management on Brand Value

Statistics t	Coefficient	Dependent variable	Independent variable	Test model
2.06	0.27	Brand value	Leadership	model SEM
2.722	0.259	Brand value	Leadership	model PLS

Based on the results obtained from the SEM structural equation, the standardized gamma coefficient of the variable is now the leader's dimension of the establishment of a comprehensive quality management on the value of brand brand with a value of 0.27 having a t-statistic of 2.6 and a gamma coefficient of the PLS model with a value of 0.259 And the T statistic is 722/2. Given that the calculated t statistic for both tests is positive and its value is greater than 1.96, the hypothesis is rejected at 95% confidence level and the opposite hypothesis is based on the positive effect. Therefore, it can be concluded that: the effect of leadership dimension of establishing comprehensive quality management on the value of a brand is direct and significant.

Second hypothesis: There is a significant relationship between focusing on human resources and increasing brand value.

Table 5. Effect of the Impact of Focus on Human Resource Management Comprehensive Quality Management on Brand Value

Statistics t	Coefficient	Dependent variable	Independent variable	Test model
2.09	0.32	Brand value	Human Resources	model SEM
2.309	0.234	Brand value	Human Resources	model PLS

Based on the results obtained from the SEM structural equation, the standardized gamma coefficient of the variable is now the focus on human resources. The establishment of comprehensive quality management on the non-brand value variable with a value of 0.32 has a t-statistic of 2.9 and a gamma coefficient of the PLS model with the value The T-score is 234/0 and the T-statistic is 309/2. Given that the calculated t statistic for both tests is positive and its value is greater than 1.96, the hypothesis is rejected at 95% confidence level and the opposite hypothesis is based on the positive effect. Therefore, we can conclude that: The effect of focusing on human resources is the quality management of the brand on the direct and significant value.

Third sub hypothesis: There is a significant relationship between process management and brand value enhancement.+

Table 6 - The result of the test of the effect of the process management dimension of establishing a comprehensive quality management on the brand value.

Statistics t	Coefficient	Dependent variable	Independent variable	Test model
0.05	0.05	Brand value	Process management	model SEM
0.911	0.189	Brand value	Process management	model PLS

Based on the results obtained from SEM structural equation, the standardized gamma coefficient of the variable variable, then the management of the quality management process, on the variable value of the brand with a value of 0.05 has a t-value of 0.05 and the gamma coefficient of the PLS model with a value of 189 And the T statistic is 911/0. Given that the t-test calculated for both tests is positive and its value is less than 1.96, the zero hypothesis is not rejected at the 95% confidence level and the zero hypothesis is based on the absence of a positive effect. Therefore, it can not be assumed that: The effect of the management dimension of the process of establishing a comprehensive quality management on the brand value is direct and significant.

The fourth sub-hypothesis: There is a significant relationship between focusing on the customer and increasing brand value.

Table 7 - The result of the test of the effect of the focus of customer of establishing a comprehensive quality management on the brand value.

Statistics t	Coeffi cient	Dependent variable	Independent variable	Test model
2.15	0.17	Brand value	Focus of customer	model SEM
2.951	0.127	Brand value	Focus of customer	model PLS

Based on the results obtained from the SEM structural equation, the standardized gamma coefficient of the variable is now the focus of the customer on total quality management on the variable of customer satisfaction with a value of 0.17 having a t-statistic of 2.15 and a gamma coefficient of PLS model with a value of 127 / 0 and the T statistic is 951/2. Given the fact that the calculated t statistic for both tests is positive and its value is greater than 1.96, the zero hypothesis is rejected at 95% confidence level and the opposite hypothesis is based on positive effect. Therefore, we can conclude that: The effect of focusing on customer is the direct and significant establishment of comprehensive quality management on the brand value.

Fifth hypothesis: There is a significant relationship between strategic planning and brand value.

Table 8 - The result of the test of the effect of the Strategic Planning of establishing a comprehensive quality management on the brand value.

Statistics t	Coeffi cient	Dependent variable	Independent variable	Test model
3.35	0.17	Brand value	Strategic Planning	model SEM
2.822	0.154	Brand value	Strategic Planning	model PLS

Based on the results obtained from SEM structural equation, the standardized gamma coefficient of the variable is now the strategic planning dimension of comprehensive quality management deployment on the current value of the brand with a value of 0.17 having a calculated statistic of 3.35 and a gamma coefficient of the PLS model with a value of 154 / 0 and the statistic T is 822/2. Given that the calculated t statistic for both tests is positive and its value is greater than 1.96, the hypothesis is rejected at 95% confidence level and the opposite hypothesis is based on the positive effect. Therefore, we can conclude that: The effect of strategic planning dimension of establishing comprehensive quality management on brand value is direct and significant.

Sixth hypothesis: There is a significant relationship between information analysis and brand value enhancement.

Table 8 - The result of the test of the effect of the Information & Analysis of establishing a comprehensive quality management on the brand value.

Statistics t	Coeffi cient	Dependent variable	Independent variable	Test model
2.81	0.15	Brand value	Information & Analysis	model SEM
2.088	0.154	Brand value	Information & Analysis	model PLS

Based on the results obtained from the SEM structural equation, the standardized gamma coefficient of the variables variable is then the data analysis of the establishment of comprehensive quality management on the value of the brand with the value of 0.18 having a t-statistic of 2.81 and the gamma coefficient of the PLS model

with the value 0.054 and the T statistic is 2.088. Given that the calculated t statistic for both tests is positive and its value is greater than 1.96, the hypothesis is rejected at 95% confidence level and the opposite hypothesis is based on the positive effect. Therefore, we can conclude that: The effect of the information analysis dimension on the establishment of a comprehensive quality management on the brand value is direct and significant.

Inferential results
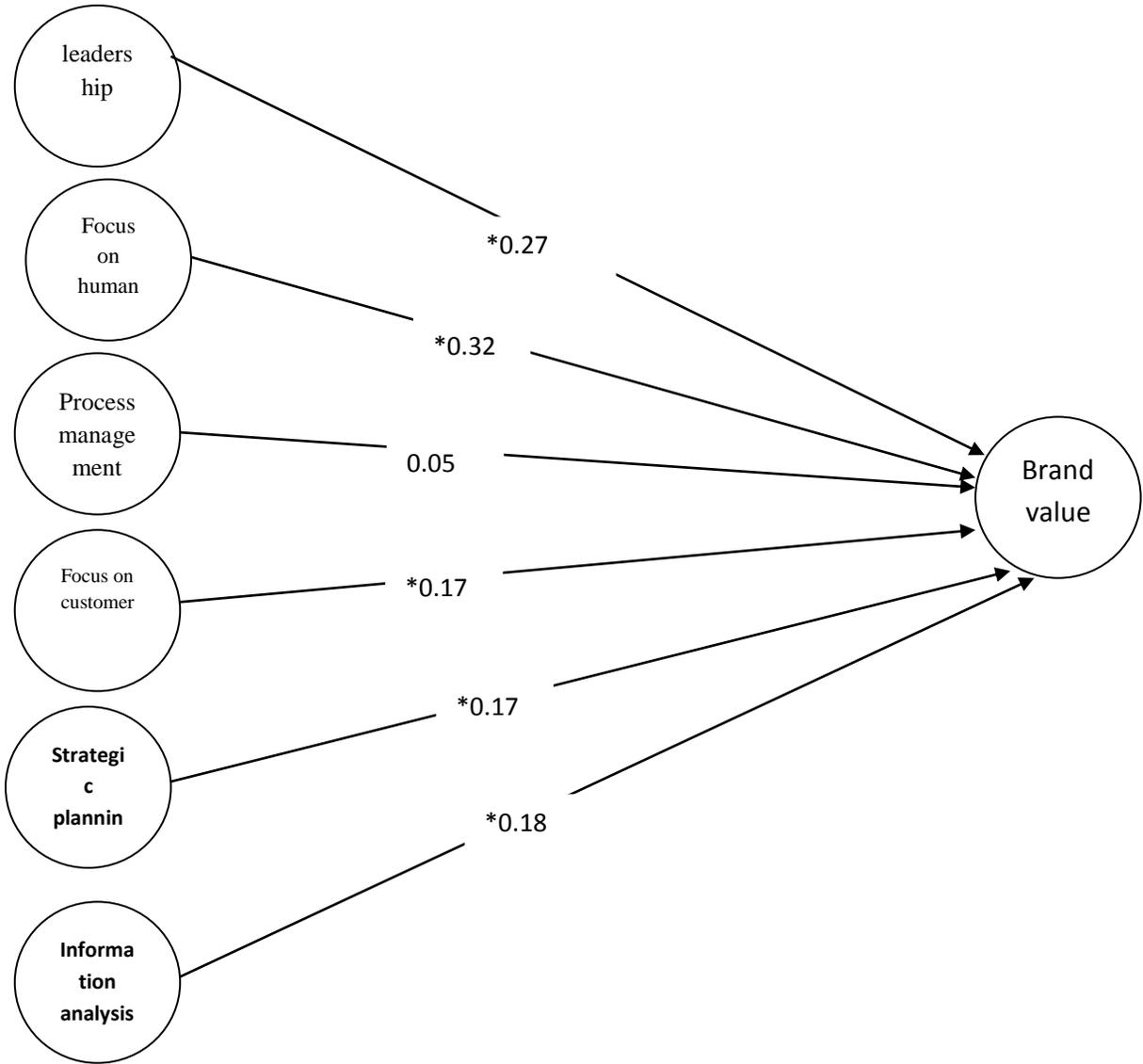
Charges marked with * are statistically significant in the presence model.

As the model explains, the focus on human resources has the greatest impact on brand value, the leading factor is two factors affecting brand value, the third factor is the analysis and analysis of information, customer focus and strategic planning both to one They are based on the value of the brand, which are ranked fourth, and ultimately the process management agent, which shows that the results do not show a significant relationship with brand value.

CONCLUSION

The results of the analyzes in this research are presented in three sections:

Descriptive results

Table 10 - Descriptive indicators of total model factors

Indicator	factor	group
3.142	Leadership	
3.469	Focus on human resources	
3.338	Process management	TQM
3.118	Focus on customer	
3.119	Strategic planning	
3.239	Information Analysis	
3.452	Customer satisfactionn	Brand value

In the table above, the index of main components of the subsets of the model factors is presented. In the overall quality management, customer focus on the lowest level of indicators and the focus on human resources have earned the highest rates.

RESULTS OF RESEARCH HYPOTHESES

Based on the required method, a conceptual model test and research hypotheses were examined using a structural equation modeling test for a conceptual model consisting of a measuring model and a structural model. Based on the results, the main hypothesis of the research, and among the six sub-hypotheses and the path indicated in the research model, five hypotheses are confirmed.

Test result Statistical hypothesis	Dependent variable	Independent variable	and
Confirmed.	Brand value	TQM	main hypothesis
Confirmed.	Brand value	leadership	Sub hypothesis1
Confirmed.	Brand value	Focus on human resources	Sub hypothesis2
Rejected.	Brand value	Process management	Sub hypothesis3
Confirmed	Brand value	Focus on customer	Sub hypothesis4
Confirmed	Brand value	Strategic planning	Sub hypothesis5
Confirmed	Brand value	Information Analysis	Sub hypothesis6

According to the results of the research, the most important factor influencing the increase of brand value was the focus on human resources. Therefore, more attention should be paid to empowering and participating employees in determining goals, decisions, policies and planning, and they Meet the customers' needs and wishes and educate them with respect and trust in the staff that has a decent and acceptable behavior in order to satisfy customers in order to increase brand value.

According to the results of the research, managers' willingness to learn new issues of leadership management is the lowest standard factor load, and given the importance of the effect of leadership dimension on increasing brand value, it is necessary to empower and train managers through providing resources and facilities.

We also need to pay special attention because, if the manager's knowledge is up-to-date, it affects the productivity and efficiency of the employees.

Considering the impact of the dimension analysis of comprehensive quality management information on brand value and based on the results of the research, the low standard factor burden of the corrective measures index on the basis of modeling, first, must inform employees of the importance and the rates of modeling, and then the new training In this context, we will build across the organization, along with the creation of integrated information systems, which, in the long run, will bring positive outcomes to the organization.

In order to enhance the role of the customer in determining the quality of customer service, it is recommended that through interviewing or distributing the questionnaire among customers, their ideas and wishes are understood and the results are involved in decision making and planning. , As well as effective and efficient systems for immediate handling of customer complaints.

Given that this study concludes, strategic planning in the management of quality management by managers leads to improving brand value. Therefore, strategies, policies, techniques and practices, policies, short-term goals And long-term organizations in a coherent, quality-based program tailored to the needs and wishes of customers and with the active participation of unit managers, in order to maintain the existing customers, and more customers are attracted to the goods and services of the organization. Made

According to the results of the research, the dimension of management of the quality management process has no effect on the increase of brand value. Therefore, managers should review and review business processes throughout the organization in order to increase brand value. In addition, managers should try Earn justice in all cases, such as Moore's administration, employee encouragement, reprisal.

Because of the research findings, there is a direct relationship between total quality management and brand value, and TQM is considered as one of the most effective and effective tools to improve brand value and to face up to rapid changes in the environment and competition at national level. And global, the future of the global market for companies that have been able to understand and apply TQM, therefore, it is recommended that the Deming's fourteen principles be used and exploited to implement TQM, while increasing the efficiency and optimal use of Resources can also be found on efficiency indicators (customer satisfaction and service quality).

As already stated, customer satisfaction is the survival of the organization, so it is suggested that by meeting the needs of customers and ensuring their expectations in such a way that they will be able to come back and the most important point in obtaining customer satisfaction, paying attention to expectations and supply They provide more and more than their expectations.

Proposals for future research

Examining the obstacles to implementing comprehensive quality management and solutions to address these barriers in this field.

The relationship between quality management and compliance with the principles of Islamic management will be very useful.

The study of the relationship between privatization in Iranian government agencies and comprehensive quality management is of particular interest.

Investigating the relationship between comprehensive quality management and job satisfaction can also have beneficial results.

Examining other effective factors, such as culture and organizational structure, and overall quality management and effectiveness, also proves the desired results.

In conclusion, it should be noted that the idealist attitude to the results of any scientific and executive project can be considered as a downfall, and it causes disappointment and continuation of the plan. Therefore, in implementing and implementing TQM and its relationship with customer satisfaction, while considering the ideal and desired perspectives, incremental progress should be considered and its useful, effective and desirable effects should not be overlooked throughout the organization.

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